

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1-16. (Canceled)

17. (Currently Amended) A system producing a printed product in response to changes in a corporate sales management system, the system comprising:

a first computer having a computer-implemented database monitoring unit-function that monitors a database, the database being located at a corporate facility, wherein the database monitoring unit-function detects changes to the corporate sales management system and, in response thereto, generates event data comprising information that describes the sales management event; and

a print processing facility, located at a geographic location different from the corporate location-facility and coupled to the database monitoring unit-function over a network, wherein the print processing facility receives the event data, compares the event data to one or more predefined event rules that determine whether one of that the printed product should be produced and that the printed product should not be produced and, in response to a positive determination that the printed product should be produced, automatically generates a print order for the printed product using information extracted from the event data.

18. (Original) The system of claim 17, wherein the print order comprises a procurement request that requires further approval by a corporate employee before the printed product is produced.

19. (Original) The system of claim 17, wherein the procurement request is approved in a procurement system located at the corporate facility, and wherein the print processing facility transmits the procurement request to the procurement system for approval by the corporate employee.

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20. (Original) The system of claim 19, wherein the procurement system transmits the approval to the print processing facility which, in response thereto, produces the printed product.

21. (Original) The system of claim 17, wherein the print order comprises a print production request that is directly fulfilled by a print production system without further approvals.

22. (Original) The system of claim 17, wherein the print order comprises one or more print criteria that must be satisfied before the printed product is actually produced.

23. (Original) The system of claim 17, wherein the print processing facility notifies a corporate employee via e-mail of the print order.

24. (Original) The system of claim 17, wherein the corporate employee is specified in one of the predefined event rules.

25. (Previously Presented) The system of claim 17, wherein the database monitoring unit and the print processing facility communicate over the Internet.

26. (Original) The system of claim 17, wherein the print processing facility retrieves corporate-specific information in addition to the event data and uses the corporate-specific information to generate a print production request.

27. (Original) The system of claim 26, wherein the corporate-specific information comprises a corporate logo that is not stored in the corporate sales management system.

28. (Original) The system of claim 17, wherein the print processing facility generates a print production request to produce the printed product without any human

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intervention at the corporate facility and without any human intervention at the print production facility.

29. (Original) The system of claim 17, wherein the print processing facility translates at least some of the event data into a common print production request based on a schema mapping between fields in the corporate human resources database and fields stored in the print processing facility.

30. (Original) The system of claim 17, wherein the printed product comprises a sales brochure.

31-32. (Canceled)